

ETSY SHOP PLANNER

This Planner Belongs To

BUSINESS OVERVIEW

Etsy Shop Mission Statement

Etsy Shop Business Goals

Etsy Shop Unique Selling Preposition

Core Business Values

Business Timeline

3 MONTHS

6 MONTHS

1 YEAR

1.5 YEARS

2 YEARS

3 YEARS

5 YEARS

SHOP BUILDER

Brainstorm Shop Names

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Shop Categories / Sections

Etsy About Me Section

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Shop Assistants / Members

SHOP BRANDING

SHOP BANNER DESIGN SKETCH

SHOP ICON

SHOP ICON

SHOP COLOR THEME

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NOTES

[illegible]

GENERAL SETUP

Shop Name			
Log in email		Password	
Bussiness Address		VAT No	
Payment options			
Shop Policies			
PHYSICAL PRODUCTS		DIGITAL DOWNLOADS	
SHIPPING		REFUNDS	
SPECIAL REQUESTS		CUSTOMIZATIONS	
MATERIALS USED		OTHER	

LISTING BRAINSTORM

New Product Target Audience:

Pain Points and Problems To Be Solved:

Product Ideas:

Launch Checklist:

- ☐ Product Research
- ☐ Production
- ☐ Design Listing Graphics
- ☐ SEO Research
- ☐ Listing description
- ☐ Listing uploaded
- ☐ Listing published
- ☐ Share on social media

NEW LISTING PLANNER

Product Name:	Listing Date:

Category:	Size:
	Lenth: Width:
	Height: Weight:

Tags:	
1.	8.
2.	9.
3.	10.
4.	11.
5.	12.
6.	13.
7.	Price:

Description:

ETSY PRODUCT TAGS

Use this page for your tags research. Brainstorm the tags for each of your product.

[illegible][illegible]

COUPONS & PROMOTION

Month:

Year:

Planned Campaign and Promotion	
Abandoned Cart	
Recently Favourited	

Individual Coupons				
Coupon Code	Discount	Duration	Uses	Revenue

Future Promotions:

Holiday:

ETSY ORDERS TRACKER

ITEM SOLD	ORDER DATE	USERNAME
TRACKING NUMBER	DISPATCH DATE	REVIEW LEFT?

ITEM SOLD	ORDER DATE	USERNAME
TRACKING NUMBER	DISPATCH DATE	REVIEW LEFT?

ITEM SOLD	ORDER DATE	USERNAME
TRACKING NUMBER	DISPATCH DATE	REVIEW LEFT?

ITEM SOLD	ORDER DATE	USERNAME
TRACKING NUMBER	DISPATCH DATE	REVIEW LEFT?

ITEM SOLD	ORDER DATE	USERNAME
TRACKING NUMBER	DISPATCH DATE	REVIEW LEFT?

ITEM SOLD	ORDER DATE	USERNAME
TRACKING NUMBER	DISPATCH DATE	REVIEW LEFT?

ETSY ORDER FORM

ORDER
NUMBER _____

ORDER
DATE _____

CUSTOMER			
ADDRESS			
EMAIL		PHONE	

ITEM #	DESCRIPTION	Q-TY	UNIT PRICE	TOTAL PRICE

SHIPPING METHOD		SUBTOTAL	
SHIPPING COMPANY		DISCOUNT	
TRACKING NUMBER		TAXES	
SHIPPING DATE		SHIPPING	
ARRIVAL DATE		TOTAL	

NOTES

ORDER MANAGEMENT

CLIENT NAME			
ORDER DATE		TOTAL Q-TY	
DELIVERY DATE		TOTAL PRICE	
PAYMENT METHOD			

CLIENT NAME			
ORDER DATE		TOTAL Q-TY	
DELIVERY DATE		TOTAL PRICE	
PAYMENT METHOD			

CLIENT NAME			
ORDER DATE		TOTAL Q-TY	
DELIVERY DATE		TOTAL PRICE	
PAYMENT METHOD			

CLIENT NAME			
ORDER DATE		TOTAL Q-TY	
DELIVERY DATE		TOTAL PRICE	
PAYMENT METHOD			

CLIENT NAME			
ORDER DATE		TOTAL Q-TY	
DELIVERY DATE		TOTAL PRICE	
PAYMENT METHOD			

TARGET AUDIENCE

Time to dig deep and start thinking about whom you want to attract! Knowing your ideal customers will help you understand how your services match to their needs and how you can help solve their pain points.

Gender

Age

Location

Education

Income Level

Occupation

What do they do in
their free time?

What are their favourite brands
and shops?

What are some of their biggest frustrations?

COMPETITOR ANALYSIS

	Competitor 1	Competitor 2	Competitor 3	Competitor 4
PRODUCTS				
PRICE				
APPEARANCE (COLOR, FONT)				
QUALITY				
PACKAGING				
REACH				
WEB LINK				

ETSY ADS TRACKER

DATE _____

DAILY BUDGET	SPENT	SALES

LISTINGS:

☐	_____	☐	_____
☐	_____	☐	_____
☐	_____	☐	_____
☐	_____	☐	_____
☐	_____	☐	_____

RESULTS

RUN TIME OF ADS	TOTAL PROFIT	DATE OF NEXT AD CAMPAIGN

NOTES

ETSY PINTEREST PLANNER

PUBLISH DATE:	☐ IMAGE
TIME:	☐ GRAPHIC
CATEGORY:	☐ DESCRIPTION
LINK TO INCLUDE:	☐ HASHTAGS
	☐ PIN
	☐ GROUP BOARDS
	☐ _____
DESCRIPTION:	
HASHTAGS:	
POST STATS:	

PUBLISH DATE:	☐ IMAGE
TIME:	☐ GRAPHIC
CATEGORY:	☐ DESCRIPTION
LINK TO INCLUDE:	☐ HASHTAGS
	☐ PIN
	☐ GROUP BOARDS
	☐ _____
DESCRIPTION:	
HASHTAGS:	
POST STATS:	

KEYWORD RESEARCH

Take one your product name and brainstorm keywords with topics and sub-topics asking the below questions. Think of at least 3 sub-topics for each question. The idea is to create a web of related words stemming from your general topic or product name.

Topic

What

1: _____
2: _____
3: _____

Why

1: _____
2: _____
3: _____

How

1: _____
2: _____
3: _____

Where

1: _____
2: _____
3: _____

Which

1: _____
2: _____
3: _____

When

1: _____
2: _____
3: _____

Notes:

ETSY GROWTH TRACKER

MONTH

Shop Product Stats

[illegible]

Shop Tracker

[illegible]

QUARTER STATS

QUARTER

VIEWS	VISITS	SHOP FAVORITES	PRODUCT FAVORITES
BEST PERFORMING			
LEAST PERFORMING			
TOTAL FEES PAYABLE			
TOTAL SALES			
TOTAL REVENUE			

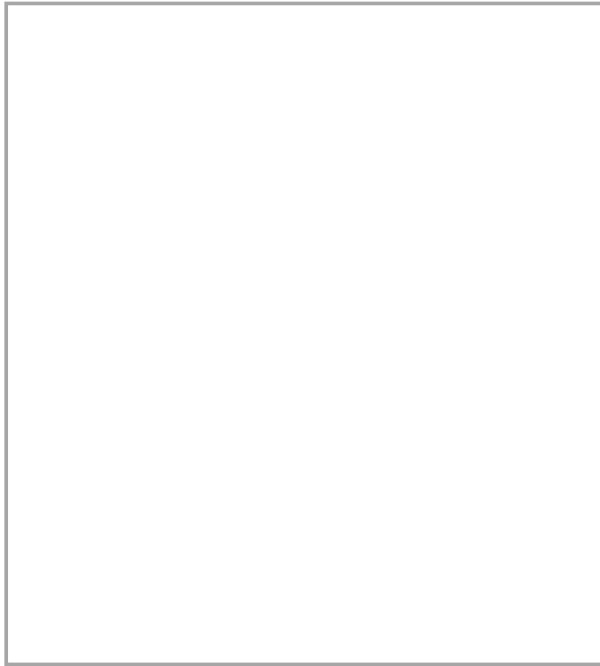
VIEWS	VISITS	SHOP FAVORITES	PRODUCT FAVORITES
BEST PERFORMING			
LEAST PERFORMING			
TOTAL FEES PAYABLE			
TOTAL SALES			
TOTAL REVENUE			

VIEWS	VISITS	SHOP FAVORITES	PRODUCT FAVORITES
BEST PERFORMING			
LEAST PERFORMING			
TOTAL FEES PAYABLE			
TOTAL SALES			
TOTAL REVENUE			

QUARTERLY GOALS

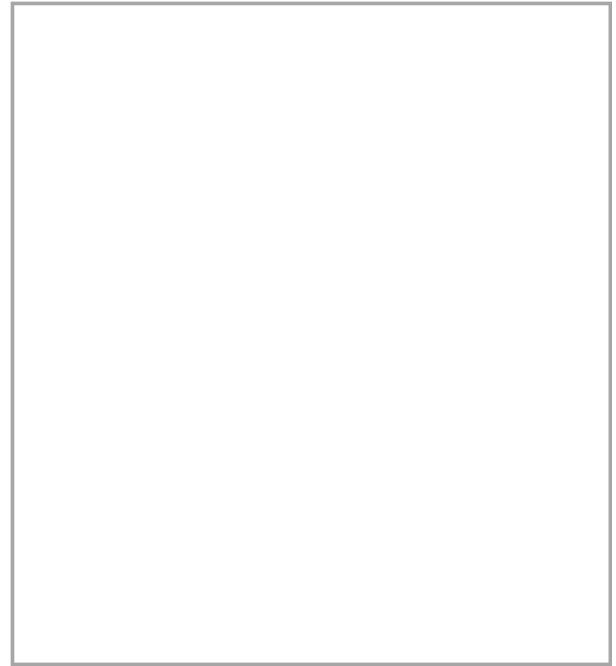
Quarter 1:

From _____ To _____

A large, empty rectangular box with a thin gray border, intended for writing the goals for Quarter 1.

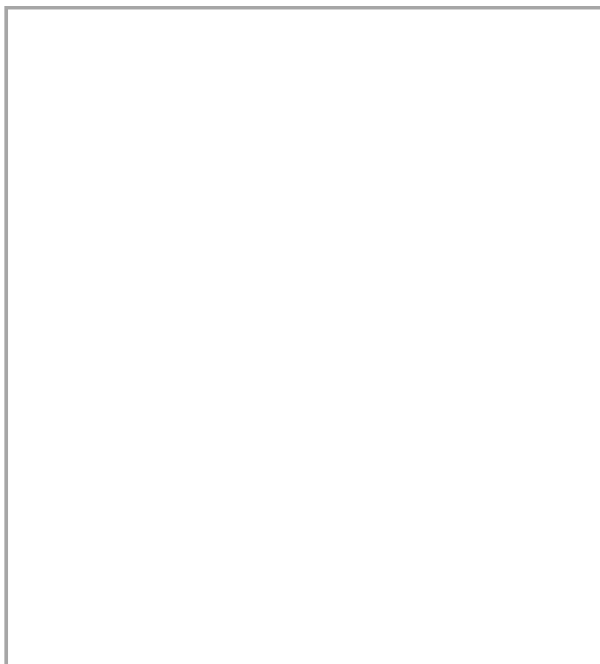
Quarter 2:

From _____ To _____

A large, empty rectangular box with a thin gray border, intended for writing the goals for Quarter 2.

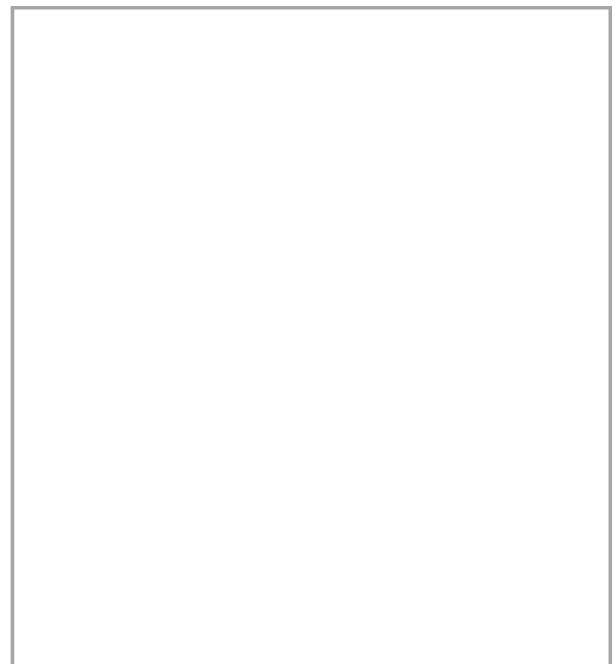
Quarter 3:

From _____ To _____

A large, empty rectangular box with a thin gray border, intended for writing the goals for Quarter 3.

Quarter 4:

From _____ To _____

A large, empty rectangular box with a thin gray border, intended for writing the goals for Quarter 4.

MONTHLY STATS

MONTH OF

YEAR

Most Visited Search Phrases

Most Popular Listings

Traffic Sources

ANNUAL PROFIT

	INCOME	SUPPLIES	MARKETING	FEES	PROFIT
JAN					
FEB					
MAR					
APR					
MAY					
JUN					
AUG					
SEP					
OCT					
NOV					
DEC					

Steps to Take:

[illegible]

SEASONAL PLANNER

Year: _____

JANUARY	FEBRUARY	MARCH
APRIL	MAY	JUNE
JULY	AUGUST	SEPTEMBER
OCTOBER	NOVEMBER	DECEMBER

PRODUCT UPDATES

SUPPLIES

SUPPLIES

ORDER TRACKER

[illegible]

EXPENSE & FEES

[illegible]

RETURN TRACKER

[illegible]

SHIPPING LOG

[illegible]

PURCHASE TRACKER

Month:

[illegible]

SUPPLIERS TRACKER

[illegible]

INVENTORY TRACKER

SALES TRACKER

[illegible]

SALES TRACKER

Date

Sales

INCOME TRACKER

[illegible]

EXPENSES TRACKER

MONTH

[illegible]

PASSWORD TRACKER









































TO DO LIST

Checklist

[illegible]

Notes

[illegible]

TASK CHART

TASKS	M	T	W	T	F	S
	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐

NOTES

DAILY PLANNER

DATE _____

My Top 3 Priorities

1.	2.	3.
----	----	----

People I must Reach Out Today

1.	2.	3.
----	----	----

Takes that must be completed before end of the day

1.	2.	3.
----	----	----

Schedule the above items into my day below

MY DAY

6 AM	
7 AM	
8 AM	
9 AM	
10 AM	
11 AM	
12 PM	
1 PM	
2 PM	
3 PM	
4 PM	
5 PM	
6 PM	
7 PM	
8 PM	
9 PM	
10 PM	

TODAY'S TREAT

--

I'M GRATEFUL FOR

- 1.
- 2.
- 3.

NOTES

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WEEKLY PLANNER

WEEK

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

NOTES

MONTHLY CALENDAR

MONTH: _____

YEAR: _____

[illegible]

IMPORTANT REMAINDERS:

YEARLY PLANNER

JANUARY

1

2

3

FEBRUARY

1

2

3

MARCH

1

2

3

APRIL

1

2

3

MAY

1

2

3

JUNE

1

2

3

JULY

1

2

3

AUGUST

1

2

3

SEPTEMBER

1

2

3

OCTOBER

1

2

3

NOVEMBER

1

2

3

DECEMBER

1

2

3

